

Interreg Knowledge Fair

Communication and visibility in the draft MFF and regulations

Arkam Oğrak, Interact, 04.11.2025

Interact



**Co-funded by
the European Union**
Interreg

Communication & Visibility Approach

Art. 8(3)(e) ERDF / Art. 22(2)(e) NRPP

(ERDF) Each Interreg Chapter shall:

- set out clear arrangements for the envisaged approach to information, **communication and visibility** in line with the rules laid down in Regulation xx[Performance Regulation];

(NRPP) The NRP Plan shall:

- (e) set out clear arrangements for the effective monitoring and implementation of the Plan by the Member State concerned, including, the envisaged approach to communication and visibility,....

Communication & Visibility

EU Reference

Art. 18(3), Annex V Performance



Supported by
the European Union



Supported by
the European Union



In partnership with
the European Union



In partnership with
the European Union

(1) Acknowledgement of the funding

(3) Obliges the use of the **emblem of the Union** including a **funding statement**..

...investment exceeding EUR 100 000, durable **plaques or billboards** that are clearly visible to the public and that present the emblem of the Union and the funding statement.

Annex V lays out the use and technical characteristics of the **emblem of the Union** ('the emblem') and the **funding statement**

Communication & Visibility Website

Art. 18(5) Performance/ 64 (1) (2) NRPP

Member States shall ensure information, communication and visibility of support and achievements of the Union funds, and communicate to citizens through the website in accordance with the requirements set out in this Article,...

Setting up a website within 6 months of the adoption of the Plan, publication of the data collected, updated every 6 months (NRPP)

Communication & Visibility Coordinator

Art. 18(6) Performance

(6) Member States shall appoint a **communication coordinator** who shall be responsible for the overall information, communication and transparency actions in relation to the support received from the budget implemented within their territory, ensuring ... **The Commission shall maintain the network comprising communication coordinators** and Commission representatives to exchange about information, communication and visibility activities.

Communication & Visibility

MC duties

Art. 56 NRPP

(1) The monitoring committee shall examine:

...

(e) the implementation of information, communication and visibility actions with regards to reforms and investments and other interventions included in the chapter;

(2) The monitoring committee shall approve for the chapter(s) under its responsibility:

...

(d) the communication strategy

Communication & Visibility

Miscellaneous

Art. 18 Performance

- (1), (2) Responsibilities of beneficiaries
- (4) The Commission shall implement information, visibility and communication actions and campaigns...
- (7), (8) Visibility of external actions and communication activities in third-party countries

NRPP Art 63 – Data collection and transparency

Communication & Visibility

Major changes

- 
- Communication officers' function for a chapter (programme) is no longer a requirement.
 - The XX% financial corrections for breaching visibility requirements is discontinued.
 - No mention of visibility for Operations of Strategic Importance.

Communication & Visibility

Old vs new period

	2021-2027	2028-2034
MS to ensure communication and visibility of support and achievements of Union Funds, communicate to citizens through a website	Article 46 CPR	Article 18(5) Performance Regulation
Visual requirements for the emblem of the Union	Article 47 CPR, Annex IX	Article 18(3) Performance Regulation, Annex V
Communication officers, coordinator, network	Article 48 CPR	Article 18(6) Performance Regulation (communication officer discontinued)
Transparency requirements for MS: website on programme/plan and funding opportunities and list of operations/beneficiaries	Article 49 CPR	Article 64 NRP Regulation
Responsibilities of beneficiaries: acknowledge support from the Funds	Article 50 CPR	Article 18(1) and (2) Performance Regulation (applying corrective measures by MS in case of non-compliance discontinued)
Use of TA for communication	Article 35 and 36 CPR	Article 12 and 13 NRP Regulation
Plan to set out the envisaged approach to communication and visibility	Article 22(3)(j) CPR	Article 22(2)(e) NRP Regulation
Monitoring committee to examine communication and visibility actions	Article 40(1)(e) CPR	Article 56(1)(e) NRP Regulation
Monitoring committee to approve communication strategy	-	Article 56(2)(b) NRP Regulation

Cooperation works

All materials will be available on:
Interact.eu/Library

Interact

Co-funded by
the European Union
Interreg

Disclaimer

Publisher

Date updated

Primary knowledge area

Author(s)

Interact Programme

4 November 2025

Communication rules

Arkam Ograk

Unless otherwise stated,
licensed under [CreativeCommons.org](https://creativecommons.org).
For more information visit **creativecommons.org**

